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FOR IMMEDIATE RELEASE

## **Red Shoe Cville to Host “Electric Alley” on Saturday, August 5**

### **A night of music, fun, dancing, and craft beer with proceeds benefiting the local non-profit organization Red Shoe Cville**

**August 4, 2017** – Red Shoe Cville is excited to announce details of “**Electric Alley,**” a night of music, fun, dancing, and craft beer! The event will kick off at 7:00 p.m. on Saturday, August 5, in the 2<sup>nd</sup> Street alley directly off of the Downtown Mall, in front of Jack Brown’s Beer & Burger Joint, with the fun lasting until 1:00 a.m. Proceeds from this event will go to help support Red Shoe Cville, the non-profit organization that serves as the philanthropic arm of the Ronald McDonald House of Charlottesville.

The event will feature music, with Disco Risque playing from 7:00 – 9:00 p.m. This act will be followed by a silent disco led by DJ Neili Neil and DJ Lady Syren from 10:00 p.m. – 1:00 a.m. Beer from Devils Backbone Brewing Company will be available for purchase, along with nitro coffee from Snowing in Space Coffee Company. There is a \$7 entry fee, but that fee is reduced to \$5 with a canned food donation made to Red Shoe Cville. Several hundred people are expected to attend this fun and vibrant event.

Cheryl Duncan, President of Red Shoe Cville, is excited about “Electric Alley” and hopes for a large turnout. “We are pleased to be a part of this event for the second time and encourage everyone to attend. Last year’s event was amazing and I expect the electric light show will be just as spectacular. Red Shoe will be there and we would love to have you stop by our table and learn about how you can support the Ronald McDonald House!” Duncan said.

#### **About Red Shoe Charlottesville:**

Founded in January 2012, Red Shoe Cville (RSC), serves as a philanthropic arm of the Ronald McDonald House Charities of Charlottesville. The mission of this group is to engage, empower and inspire local professionals to participate in philanthropic and leadership endeavors while building awareness for Ronald McDonald House Charities. The organization can be found on various social media channels including Facebook at [facebook.com/redshoecville](https://facebook.com/redshoecville) and on Twitter and Instagram at [@redshoecville](#).

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